



About BlackBerry

BlackBerry is an end-to-end solution developed by Research In Motion Limited.

Founded in 1984, Research In Motion is a world leader in the wireless communications market.

For more information

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BlackBerry™



BlackBerry
in the Media
Industry

MOBILISING THE POWER OF WIRELESS



BlackBerry® is the leading wireless communications solution that keeps mobile professionals in the media industry securely connected to colleagues, clients, and communications. It's a proven, award winning solution that provides secure wireless connectivity* to mobile professionals, allowing them to utilise their time more effectively, and freeing them up to get out and do business whilst remaining connected to the office.

The complete wireless solution for Media Professionals

In the media industry, where business succeeds on rapid, effective communications, BlackBerry offers mobile professionals a unique opportunity to stay in touch and on top.

Made for the Media

BlackBerry is the leading wireless communications solution that is a perfect fit for the needs and requirements of busy media professionals. BlackBerry-enabled devices offer wireless email, mobile phone functions and internet access, as well as useful PIM features like address book and diary, all bundled in one convenient pocket-sized device that's secure and simple to use.

'Always On', Always Connected

BlackBerry offers "always on" wireless access to up to 10 email accounts. The "push" technology delivers new email to your pocket, allowing you to check your mails discreetly and manage your inbox effectively without having to dial up, login or find an access point. A quick glance at your BlackBerry device can tell you what is going on and keep you up to speed, without having to contact or visit the office.

Wireless Benefits throughout the Company

BlackBerry is an ideal wireless solution for anyone in media to stay in touch. Mobile professionals from across the media sector can enjoy efficiency gains and reap productivity benefits from the simple, efficient access to information and communications that BlackBerry offers.

Features of BlackBerry

BlackBerry provides wireless access to:

Email

"Push" technology means your mail finds you

Phone

Fully featured integrated phone with quad-band support^{**}

Calendar

Keep yourself and your support staff up to date with your diary

Contacts

View contacts and remotely look up addresses

Web Browser

Access your intranet or surf the web

Task List & Memo Pad

Take notes or organise your day

Attachment Viewing

View documents in common formats

In addition, users of BlackBerry Enterprise Server™ can access:

- "Live" news
- CRM information
- In-house systems and data

 BlackBerry™



The benefits of BlackBerry Investment

In an industry where speed and effectiveness of communications are vital to success, BlackBerry offers immediate competitive advantage to media companies and productivity gains to end users.

Media companies, from SMEs to global firms with multiple divisions and worldwide offices, can enhance the power of their organisations by using BlackBerry to keep related teams more closely linked. Smaller firms and independent individuals can improve their service by staying constantly responsive and flexible.

BlackBerry for Media Companies

Faster, Better Communications

In an industry where decisions are often made in minutes, not hours, BlackBerry ensures critical personnel are always involved, and facilitates quick, collaborative resolutions to issues that otherwise might take days to reach.

Enable Real Global Collaboration

BlackBerry enables communications to transcend time zones and marketplaces. "Always on" email allows colleagues in different markets to communicate and collaborate as though they were sat next to each other, promoting better decisions and a more unified approach.

Leverage Existing IT Investments

BlackBerry Enterprise Server is built on an extensible Java platform which enables corporate data and applications to be extended to users of wireless BlackBerry devices. This enables Companies to leverage their existing investments in technologies like CRM, by allowing key personnel remote access to corporate data and thereby competitive advantage.

BlackBerry for Media Professionals

Stay in Touch

BlackBerry means you no longer have to be in the office to be connected. When you need to be away from your desk, your BlackBerry device frees you to carry on with your day. It keeps you connected to colleagues and systems, whenever you need them to be there.

Work Discreetly

BlackBerry enables you to turn otherwise "dead" time - in taxis, on trains, between meetings - into productive time. BlackBerry "push" technology means that your email finds you. When you have a chance to deal with your mail, your inbox is there in your pocket.

Keep up-to-date

In an industry where minutes and even seconds make all the difference, your BlackBerry device allows you to effortlessly stay up to date with the issues which matter to you. With your inbox in your pocket, there are no hidden surprises, and no need for you to be kept out of the loop.

Win back Time

BlackBerry empowers you to make faster decisions and turn things around sharply. It links you quickly to your colleagues and clients wherever they may be in the world. It frees you from having to return to your desk to check mails or your calendar. Having the connection with you brings the reassurance that support is on hand. It's there on your terms, when you need it.

The leading wireless solution for people in Media

Already deployed by thousands of firms around the world, BlackBerry is a productivity tool which is uniquely suited to the everyday demands of the media industry.

More User Choice

BlackBerry is available from a wide selection of service providers in the major markets of the world, and works on a wide range of wireless networks. In addition, BlackBerry technology is now being licensed to other device manufacturers, giving users further.

BlackBerry – A Solution for Every Business

BlackBerry is available in two solutions, the BlackBerry Enterprise Solution and the BlackBerry Internet Solution.

BlackBerry Enterprise Solution

Designed to provide wireless services to businesses and organisations whose IT department can deploy BlackBerry Enterprise Server as part of the wider IT infrastructure, BlackBerry Enterprise Solution offers mobile professionals secure access to business critical databases and corporate applications, in addition to the many business benefits of wireless email, wireless calendar and other wireless PIM services.

To find out more about BlackBerry Enterprise Solution visit www.blackberry.com/uk/solutions/corporate

BlackBerry Internet Solution

Designed for smaller businesses and busy individuals, BlackBerry Internet Solution works in much the same way as a mobile phone contract. The service is provided by familiar high street mobile networks and is managed by the user through a web interface. Most of the commonly used features such as calendar, email and attachment viewing are available, without the same opportunities for customisation or extending proprietary business data.

To find out more about BlackBerry Enterprise Solution visit www.blackberry.com/uk/solutions/home_personal



"The key benefit is simple - I no longer have to be at my desk. I don't have to check for emails, they arrive. And there's really no need for any other device, like phones, laptops, or diaries. It's all there on one handset. It fits nicely in the pocket and the battery life is phenomenal compared to other devices. Wherever I am I have 24-7 connection to the office, available when I want it."

*Matthew Gee, Head of Strategy and Business Development,
Optimistic Communications (Nation 277)*

"BlackBerry really brings the global network together. Being constantly connected to colleagues enables us to plan campaigns very fast and to include everyone relevant in the decision making process, without losing time. Virtual teams don't feel virtual anymore – colleagues in New York, Shanghai, Paris are all part of a strong and united team"

*Simon Silvester, Executive Planning Director,
Young & Rubicam, Europe, Middle East & Africa*

"Everyone should have one. It is especially good for technophobes like me, being simple and easy to use".

Sir Martin Sorrell, WPP

*Check with service provider for availability, roaming arrangements and service plans. Certain features outlined in this document require a minimum version of BlackBerry Enterprise Server Software, BlackBerry Desktop Software, and/or BlackBerry Handheld Software and may require additional development or third party products and/or services for access to corporate applications. Prior to subscribing to or implementing any third party products and services, it is your responsibility to ensure that the airtime service provider you are working with has agreed to support all of the features of the third party products and services. Installation and use of third party products and services with RIM's products and services may require one or more patent, trademark or copyright licenses in order to avoid infringement of the intellectual property rights of others. You are solely responsible for determining whether such third party licenses are required and are responsible for acquiring any such licenses. To the extent that such intellectual property licenses may be required, RIM expressly recommends that you do not install or use these products and services until all such applicable licenses have been acquired by you or on your behalf. Your use of third party software shall be governed by and subject to you agreeing to the terms of separate software licenses, if any, for those products or services. Any third party products or services that are provided with RIM's products and services are provided "as is". RIM makes no representation, warranty or guarantee whatsoever in relation to the third party products or services and RIM assumes no liability whatsoever in relation to the third party products and services even if RIM has been advised of the possibility of such damages or can anticipate such damages.

**Check www.blackberry.com or your network provider for all devices available.